

Creatives Magazine

Issue 1 | March 2022

#CelebratingFemaleCreatives



**How Covid 19
Affected the
Creative Industry**

Bridging The
Digital Divide
For The Disabled
Creative

The Glass
Ceiling
In The
Creative
Industry

**Straight Out Of
The Rainbow Province**

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NOTE FROM THE EDITOR

Highly elated I am to be part of this exciting and promising phenomenon- Cre8tives. This is a magazine for and about art and artists. It is only fitting that the inaugural issue of this new magazine features the female artist, her epic struggle for recognition in a domain largely populated and dominated by males. Of course, later issues will carry the stories of female and male artists alike.

As I have already pointed out, the publication seeks to provide a platform where artists will not only be able to interact amongst themselves, but also

with other players who will be pivotal to the development and growth of artists as individuals as well as the arts industry in general. Such supporting players would include arts promoting organisations such as the National Arts Council of Zimbabwe, Culture Fund, producers, managers, promoters and writers.

In pursuance of this noble agenda, future issues of this publication will feature a special column- Letters to the Editor. This

should go a long way in enhancing interaction between artists and their stakeholders, through the exchange of vital information. Finally, I wish to recognise and celebrate the colourful CV's of all the members of staff at Cre8tives. The diverse talent and backgrounds are sure to put the wind in the sails of the new ship.

Bon voyage Crew Cre8tives and happy reading to all our valued readers.





Celebrating FEMALE CRE8TIVES

By Sithokozile Sibanda

This first issue of the Cre8tives magazine is focusing on legendary women who are working tirelessly every day to ensure that their efforts in as far as the arts industry is concerned are greatly appreciated and respected by the society. There are certain misconceptions and myths surrounding women who partake in the creative world related projects, there are those who often frown upon women as members of the weaker sex incapable of excelling in the creative industry, an area that is perceived as male dominated thereby construed wrongly in a way that demeans females in the arts and entertainment sector.

The theme for this issue of the Cre8tives magazine is "Celebrating Female Creatives", with a particular focus on women who are involved in different art forms from the Matabeleland South province of Zimbabwe. These ladies have surely set a good tone and continue to leave a good mark especially for aspiring female artists. They are indeed good sources of inspiration as they thrive to make sure that they break certain societal barriers that are there to make

their lives uncomfortable, miserable so to say, in the creative world. The ladies are surely the agents of social change who despite all the circumstances and hindrances they face, they keep on keeping on as they are optimistic that through their art the messages they send to people are purposive in several ways hence their existence has to be surely embraced with both hands.

Gender equality in the creative industry to ensure that women are well represented and can express themselves freely and fairly without any prejudice or stereotypical attributes is one of the urgent areas that deserve enough attention. Women, just like their male counterparts are gifted with talents that can make them flourish in the arts industry even better than males.

However, this is only possible if they are viewed positively without any misnomers as they also deserve to be treated fairly and equally like men and this is not only applicable to the creative sector but to all spheres of life as well.

The Matabeleland South province is one of the regions in Zimbabwe where

there is so much talent exhibited by the creatives in the various art forms such as music, dance, comedy, drama, fine arts, modelling among other genres. Sadly, ladies are underrepresented as evidenced by their low turnout in the creative world where males outnumber them due to the factors that have been mentioned above.

During the interviews some women indicated that they did not receive enough support for their art like the men in the same industry and this inequality dampens their efforts. The Cre8tives magazine aims at promoting visibility for artists through publicity and marketing, this should ensure growth of the arts industry in the province and beyond. In this issue female creatives are highly honoured and profiled in such a way that will change attitudes by many within and beyond Matabeleland South on how females in the creative industry are perceived. Despite all the challenges faced by women in the creative, the Cre8tives magazine honours some of the few female creatives from Matabeleland South province of Zimbabwe.



Thoko's Journey Of Passion:

STRAIGHT OUT OF THE Rainbow Province

By Victor Madzinga



Sithokozile Sibanda came into this world at Mpilo general hospital in Bulawayo on 23 August 1987. Thoko is the last born in a family of two sons and two daughters. She attended Tombo primary school in Filabusi, her rural home. After grade seven, she moved with her mother- Rozina Ndlovu- to the city of Bulawayo. Thoko and her mother were living in Famona where her mother worked for Mr and Mrs Coleman as a house keeper. After completing her primary education at Mafela in Nkulumane, she went to one of Bulawayo's elite schools- Montrose

Girls High- for her high school. Whilst attending Montrose High, the enterprising girl would visit Montrose Studios where she would take part in Sport FM's programmes such as Family Matters, Writers' Alley and The Girl Child. Soon after her A levels, Thoko enrolled for a BA in Media Studies with the Zimbabwe Open University.

Before she had completed her degree, she had applied for and got a job as a receptionist with the Zimbabwe Open University and was stationed at the Bulawayo regional office. Thoko's penchant for academia became appar-

ent when she would present papers on media at both national and international conferences. The successful completion of her first degree spurred her to read further, she pursued and completed a Post Graduate Diploma in Media and Society Studies with the Midlands State University (MSU). Thoko then embarked on a Master of Science Degree in Journalism and Media Studies at the National University of Science and Technology (NUST). Replete with a raft of colourful credentials, Thoko was poised for bigger things. She has always had a passion for academia so it was not surprising that in 2019 she decided to change lanes by joining the Faculty of Arts, Culture and Heritage Studies at ZOU.

This also meant ending her sojourn in the capital, Harare where she worked as an Information Officer in the Vice Chancellor's Office and head for Gwanda in Matabeleland South for a Lectureship position in the department of Media and Journalism.

Thoko hardly has any breathing space. Besides giving motherly love to her four-year-old baby girl-Thabiso Jewel, she has to grapple with the hectic life of a university lecturer: Preparing and conducting lectures; setting and marking exams and assignments and getting involved in community work. Thoko has done a great deal regarding the latter. Until now, she has been writing for *Ilanga* newspaper, arts and entertainment column, as a Special Arts Correspondent. To date Thoko has written over fifty articles, mainly featuring artistes from Matabeleland South. These include artistes like Zhezhezhingtons, Bry, Bhadillah, Skollah, Bolamba Culture Birds, Vho Mathe, Sandra Sibanda, Pamellah Magariro and Zagoe Radge. Her colourful articles have taken her to places. In 2021, Thoko received a merit certificate for the Outstanding Arts Journalist nominee accolade at the Roil sponsored Bulawayo Arts Awards (RoilBAA) which took place at the Bulawayo Large City Hall. She also clinched the 2021 Best journalist award at The Eminent in Sports, Music and Academic award (TESMA) held at Gwanda district club in Matabeleland South. Early this year, 2022 Miss Sibanda walked away with an award for the Outstanding Journalist in Print Media at the National Arts Merit Award (NAMA), a colourful ceremony held in Harare at the prestigious Harare International Conference



Pictured: Sithokozile Showing off her NAMA award as well as the TESMA Award. Photo By Sigalo Pictures

TESMA AWARDS - Academics Journalist of the year, 2021.

Centre (HICC). The prolific columnist battled it out with two other strong contenders from *The Standard* and *The Chronicle* and easily scooped the much-coveted Outstanding Journalist Award in Print Media.

Thoko's other community work activities include helping Skollah in producing his musical video 'Hilili'. She also hosted a live Facebook talk show for the Nkomwa Foundation Trust. Thoko was also privileged to attend a business training programme under the auspices of the Academy for Women Entrepreneurs (AWE) which is an international organisation that seeks to promote

women working in the creative industry. Incidentally, the idea to create this magazine was born out of the AWE experience.

In wrapping up, I asked Thoko where she draws all this drive. With a tearful eye, she passionately told me her mother is her biggest inspiration, she weathered many storms and tribulations-just to ensure that she gave the best in life to her 'little girl'. 'Shining' would be one way of appreciating her mother's love. She says she can never be able to pay back her mother. In Thoko's words, 'The journey has just begun'.

MEET THE TEAM



SITHOKOZILE SIBANDA (MISS) - CHIEF EXECUTIVE OFFICER (CEO), CHIEF EDITOR

Miss Sithokozile Sibanda is a Multi-Award-Winning Arts Journalist and a Media and Journalism Expert. She is a holder of a Master of Science Degree in Journalism and Media studies, a Post Graduate Diploma in Media and Society Studies and a Bachelor of Arts degree in Media Studies. Miss Sibanda is an Academy for Women Entrepreneurs 2021 cohort alumnus. She is a researcher who has published more than 5 research papers in reputable journals. She is a presenter at local and international research conferences, a moderator and mother of a four-year-old awesome baby girl, Thabiso Jewel.

Victor has had a chequered and illustrious career life. He has served extensively in the public service, in numerous capacities: as a high school teacher, headmaster, education officer and principal economist in the Ministry of SME's. He has taught in tertiary institutions as well, including Bindura University of Science Education and the Zimbabwe Open University. He has done consultancy and business training for the Ministry of SME's and has written a number of journal articles on SME's and presented numerous papers on the same. In Gwanda, Victor was instrumental in founding the Gwanda Business Indaba- a forum for moderating dialogue between small businesses in the town and their principal stakeholder- the Municipality of Gwanda- alongside other players which included SEDCO, Ministry of SME's, EMA, ZRP and VID. He also has a strong flair for the arts. Years back, in Marondera

and under the auspices of the National Arts Council of Zimbabwe, he founded the Marondera Jacaranda Festival- a showcase for visual and performing artists. The festival featured the legendary Douglas Vambe (now late). (Vambe and his Murehwa Jerusarema-Mbende ensemble, created the well known drum beat signature which used to accompany the news bulletin on ZTV). Victor is a business columnist ('The Business Chat') with New Ziana's Ilanga- a community newspaper. He is set to bring a wealth of vast experience and flavour to Cre8ives Magazine.

Victor holds a Bachelor of Commerce from UNISA, an MBA from ZOU and is working on the final part of his Doctor of Business Leadership with UNISA's School of Business Leadership.



VICTOR MADZINGA - EDITOR

Samantha is a Creative Communication Strategist with over seven (7) years of experience in the Zimbabwean advertising industry. She has written creative copy for ad agencies such as Spidex Media, Shift Engage, Simply Creative and TBWA Zimbabwe to name a few. Notable brands such as Cimas, Zimgold, Delta Beverages and Colcom have seen various campaigns come to life under her creative pen in recent years. One of her best accolades in advertising is the Zimgold Margarine award for Best Jingle of the Year - MAZ 2018.

calling which manifested even in her high school years, where she was in the Junior Parliament, already advocating for young girls and access to equality. The training in creative writing which she got from such programmes as The Op-Ed Project (Kenya) and African Association of Universities (AAU) explains her impressive advocacy writing. Currently, Samantha is researching areas of growth for access to information in vernacular for under-represented communities on digital spaces, a project she is currently undertaking with the Entrepreneurial Journalism Project Zimbabwe (EJP - Zim), first cohort.

When not practicing patience with the crisis that comes with living in the Digital Era with the ever-increasing cost of data, Samantha enjoys coupling good food with amazing company. She is a single mother to two (2) wonderful children and prays that every day she will enjoy their sloppy kisses and daily flattery as they artfully persuade her to hotspot their electronic devices.

Samantha also writes for educational platforms such as the Investment Quarterly, a financial magazine focusing on giving an extensive overview of how the Zimbabwean financial sector is performing. Her advocacy for women and children's rights also inspired her to contribute to platforms such as Kubatana.net, and Her Zimbabwe (folded). Being a Friedrich Ebert Stiftung (FES) and Young African Leaders Initiative (YALI) alumnus fuels her passion for writing for positive Change and reflect her inborn leadership



SAMANTHA TATENDA MAJONI - CONTENT CREATOR

MEET THE TEAM

CONTINUED



YVONNE PHIRI - CONTENT CREATOR

Yvonne Phiri is a Peace, Conflict and Development studies Part-time lecturer under the Faculty of Applied Social Sciences at the Zimbabwe Open University. She is a PhD candidate at Durban University of Technology doing a Doctor of Philosophy in Public Administration – Peacebuilding. She is a holder of a Bachelor of Arts degree in Media studies and a Master of Science degree in Peace, Leadership and Conflict Resolution from the Zimbabwe Open University.

She is affiliated to Ibhayisikopo Film Project, an organisation which strives to empower women through film. She has written and published the following three academic research papers: -

- Challenges of human-wildlife conflict on food security and livelihoods in Mabale community in Hwange District of Matabeleland province in Zimbabwe.
- The impact of the use of firearms in wildlife poaching in Game Parks. DOI:10.21276/Sjhss.2018.3.8.12
- Women in the media: Rethinking the role of new media technologies in bridging gender gaps in Zimbabwe's media industry.
<http://www.ibhayisikopo.org/wp-content/uploads/2019/12/Towards-a-Digital-Reporting-Manual-on-Gender-based-Violence-EB-book.pdf>

She co-presented an academic paper titled, "Media, peace and security in Africa: Towards a gender responsive reporting in peacebuilding and conflict resolution in Zimbabwe", at the African Women in Media (AWiM) 2020 Conference held in Johannesburg, South Africa

from 29-31 July. She was also a speaker at the Intwasa Arts Festival KoBulawayo 2019 under the theme, "The role and place of women voices in Zimbabwe amidst the current political and economic challenge. She co-wrote an article in the Practice Insights Issue 15 Magazine of the International Association of Community Development titled, "Northern Products taking women empowerment to a new level in Hwange District, Matabeleland North Province Zimbabwe". The same article was also published by Routledge 2022 in the International Community Development Practice: Community Development Research and Practice Series. She is a co-founder of SheShines Africa, a digital platform which documents stories focusing on SDG5 which centres on gender equality and women empowerment.

Yvonne is a self-motivated woman with research interests in new media technologies and their impact on peace, security and development in Africa, gender equality and the media, ethnicity and peacebuilding. She is a married mother of two.



GREGORY L. SIBANDA GRAPHIC DESIGNER

A graphic designer hangs around a funky office with a laptop in one hand and a ping pong paddle in the other. Yeah right – that'd be the made-for-T.V. version. In reality, i work for a bunch of different businesses, organizations and humanoids we call clients. Each of these aforementioned needs to communicate a certain message to certain people we call the target audience (no darts involved). I therefore fulfill this need by creating visual things like posters, logos, book covers and package design (the list is long, trust me!).

But because technology is ever-changing so are the "things" the G.D's are creating. Today, graphic designers are also creating for websites, motion graphics (a.k.a. titles for TV shows and movies) and more. Heck, even the term "graphic" designer is becoming outdated because of new technologies. I like "Brand Development Consultant" every now and then, because when you tell me about your business i can literally tell you the A to Z of how you can brand and market it. I have been doing this for over fifteen years now. Am not that old... just i started hustling earlier than most.

Anyways, I write and direct films here and there. I do set design and lighting design for theatre and film. I do camera work here and there. Just to brag, one of my films "We Will Write" featuring Philani A Nyoni got officially selected at the Zebra Poetry Festival (2021) and i have an official laurel to prove it. The other "I am Patience" featuring Philani and Owen Maseko premiered at the LitFest 2021. I am currently doing graphics, lighting and set design for Mgcini Nyoni's show titled "Shuffle which premieres at the National Gallery in Zimbabwe (5-7 May 2022) as well as in Harare (22-23 May, 2022)



THE GLASS CEILING IN THE CREATIVE INDUSTRY

A Closer look into Gender and the creative industry

By Yvonne Phiri



The creative industry is a vehicle that can be used to foster growth and structural transformation. Creative industries are those industries that have their origin in individual creativity, skill, and talent, and have potential for job creation through the generation and exploitation of ideas or imagination, (UNIDO, 2013). Cultural industries use creativity, cultural knowledge, and intellectual property to produce products and services with social and cultural meaning. They include advertising; architecture; crafts; designer furniture; fashion clothing; film, video and other audiovisual production; graphic design; educational and leisure software; live and recorded music; performing arts and entertainment; television, radio and

internet broadcasting; visual arts and antiques; and writing and publishing, (NPAAC, 2010).

Meanwhile, gender means the roles and responsibilities that are socially constructed by society in a certain culture or geographical location. According to UNCTAD, (2008), Creative industries account for 3.4% of total world trade, with exports reaching \$424.4 billion in 2005 and an average annual growth rate of 8.7% during 2000-2005. Organisations such as UNIDO, UNESCO and UNCTAD promote creative industries to maximize economic contribution of women and facilitate culturally inclusive development.

The gender disparities within the creative industry are a mirror that

reflect the realities embedded in the society. Gender Links (2017) highlights that women's voices are a vital tool in development. Conwell, (2005), argues that masculinities and feminism are founded on women's relationship with the economy. Occupations in the workplace are often sex segregated and there are those that are said to be masculine in nature and are fit for men and more feminine roles are for women. This has led to gender discrepancies in workplaces and the creative industry is not an exception.

CAPTION 1

A visual artist at work. How intergral is the role of women in the delopment of the Arts Sector in Africa?

The creative industry is gendered due to the prevalence of the social constructions of masculinity and femininity, characterised by unequal relations. In this regard, men and women tend to be treated in gender specific ways. Patriarchal relations in the family and society give power to men, which has resulted in women remaining in the lower end of the creative industry.

There are certain popular stereotypes that negatively affect women in society such as being viewed as sex objects and weak. The digital divide gap in the industry is widening. Women face challenges to access digital tools for artistic creation and distribution such as digital music platforms, online tutorials and sound-mixing software, (UNESCO 2021). Gender equality is crucial in ensuring a genuine diversity of cultural expressions and equal opportunities in cultural employment and artistic work.

Zimbabwe has ratified several important conventions such as the 1972 Convention Concerning the Protection of World Cultural and Natural Heritage, 2005 Convention on the Protection and Promotion of Diversity of Cultural Expressions, the 2003 Convention for the Safeguarding of Intangible Cultural Heritage, 1970 Convention on the means of prohibiting and preventing the illicit import, export and transfer of ownership of cultural property, 1954 Convention for the protection of cultural property in the event of armed conflict, 1980 Berne Convention for the protection of Literary Artistic Works and the 1995 Convention of the WTO agreement on Trade related aspects of intellectual property rights, (UNESCO 2018).

However, there is still room for improvement especially with regards to gender equality. Women play a vital role in society and as such they can only realize their full potential when they are aware



” The aim of art is to represent not the outward appearance of things, but their inward significance.

Aristotle

of their strengths and are not marginalized in all sectors and that includes the creative industry. Male domination has had a negative effect on women, this has been perpetuated by cultural and societal socialisations. Furthermore, distorted images of women by the media have a negative effect on the society and its development.

A level playing field is needed to empower women in the creative industry. Despite the existence of a National Gender Policy in the country, there is still a lot to be done to achieve gender equality in the creative industry. It is yet to be seen how the newly formulated National Cultural and Creative Industries Strategy (NCCIs) will treat the issue of gender equality in the creative industry.

Until next time folks we hope that the gender disparity in the creative industry will be addressed if there is unity of purpose towards achieving gender equality. Nothing is impossible.

” Still, I wonder if more women artists, musicians and writers aren't household names because we don't have enough faith in our own pursuits to give ourselves the time we desperately need to be transformed by a creative vision. Maybe that glass ceiling isn't really made of glass at all, but of sticky little fingers, dishes piled in the sink, and mortgages that demand two incomes.

Holly Robinson Peete

A man with a beard and glasses, wearing a light blue hoodie and large white headphones, is seated in a wheelchair. He is smiling and playing an acoustic guitar. The background shows a cozy living room with a pink sofa, a white coffee table, and warm lighting.

BRIDGING THE DIGITAL DIVIDE FOR THE DISABLED CREATIVE

By Samantha Tatenda Majoni

Addressing the digital divide and its implications on access to technology for the creative living with disability is an area with so much potential for success stories, yet the reality is that not much ground has been covered in terms of exploring this opportunity for growth in our arts sector.

It is worth noting that the creative streak is not necessarily limited to able

bodied people only, supporting steps to inclusivity when it comes to technology and the People Living with Disability (PLWD) community is still very limited. Most of the stories and profiles on disabled artists highlight their need for access to technology so that they can produce competitive art in the market. History has shown that individuals who live with disability are able to view the world from a unique perspective, and

**I CHOOSE NOT TO PLACE
"DIS" IN MY ABILITY.**

Robert M. Hensel

when they share this perspective, it is not only beautiful in its newness to the rest of society, it presents a moment of awe when there is the realisation that one should never really judge a book by its cover.

International news highlights artistic gurus such as Stevie Wonder who have broken the disability barrier showcased their talent on an international platform, in spite of their disability. In local reference, Paul 'Dr. Love' Matavire still hits the right notes and gives an infinitely entertaining vibe to anyone who listens to his music in the moment



"The Only disability in life is a bad attitude.

Scott Hamilton

and journey with the talented musician in their story telling lyrics. However, one should also take note that creativity is not only in music, it has the potential to be expressed in many more artistic forms, if the opportunity to do so is presented.

Creative genius for disabled people in Zimbabwe also lies in textile and graphic designers, creative writing, poetry, culinary art and fashion. There is an opportunity to do more in empowering the disabled within our community, and one way that can be done is by supporting creative talent through providing support in terms of exposure to resources, networking with potential patrons who can then champion the cause offering effective back-up through purchasing their creative products.

With current global trends progressively becoming housed online, one way of supporting the disabled creative is by bridging the digital divide as a way of encouraging these creative to take their artistry to the world. There are ways to mitigate the effect of the digital divide on local disabled creative and this can be achieved by a collective effort and dedicated drive in supporting talent.

- Identifying disabled people who have expressed an interest in creative art, (written, song, poetry, sculpturing, painting, textile design, graphic design, storytelling)
- Allocation of resources through the Ministry of Culture and Sports, in collaboration with the Special Office that represents the disabled community to research on how best the creative industry can include and make room for talented disabled people.
- Identifying sustainable training opportunities in communities, specifically focusing on talent scouting and development.
- Measuring impact and giving recom-

mendations for best practice for these initiatives

- Partnering with academic institutions and other affiliate organisations whose vision also empowers disabled creatives in the industry
- Inclusion of excellence awards in national prestigious ceremonies to give disabled creatives a reason to believe in their art.
- Legal resources which are accessible to disabled creatives for their protection and to champion their cause.
- Call on tech savvy individuals in Zimbabwe to produce apps and supporting plug-ins that may be used by disabled creative in amplifying their trade.

Having these topics cross shared to mainstream media can grow audience and present a good opportunity to partner with likeminded individuals in presenting an opportunity for disabled creative in Zimbabwe.

Remember, the journey of a thousand miles begins with one step and of course, umuntu ngumuntu ngabantu.

How covid 19 affected the creative industry

By Sithokozile Sibanda

Various industries have been heavily affected by the Covid 19 pandemic and the creative industry is no exception. With the spread of the Covid 19 pandemic and its drastic effects on the arts sector, those technologically enabled had a chance to explore their creativity online, it is the disadvantaged groups that had little or no activities when the restrictions were tightened. This is an awakening that calls for a serious look at the arts industry in terms of how to prepare, equip and empower creatives during hard times like these when we are faced with the deadly pandemic where almost all their activities such as shows or festivals are prohibited or limited in attendance numbers. Most artists depend on their art for sustenance. Art is a

business and it must be treated likewise. Survival strategies need to be developed.

While some have been mourning the impacts of Covid 19 on their operations, there are some creatives who continue to take this period as a way of re-inventing, rediscovering and perfecting their art, something they never had time to do due to their busy schedules before the advent of Corona virus. This is the time when they can introspectively and constructively critique their art with the aim of doing better than before. The following are some of the comments from the creatives explaining how Covid 19 affected their operations.



CUTIE G

I tried engaging into different small businesses such as selling clothes, beverages, food and all that came my way that could keep money flowing. It was a hustle indeed. I got involved in women social clubs such as Money Tree and Sisters club. which also helped me out in keeping my music going. I recently relocated to South Africa where I had a part-time job at a clothing factory, I have also opened my own Blog where I will soon start to use it for my multiple business ideas such as Cutie G Store online where I will be selling cosmetics, clothing, and Hair products, and Cutie G Music where I will focus on selling my music and lyrics. It was not easy to do adjustments trust me. Shifting from always doing music in studio, music shows into other businesses was no joke and that lockdown was set 2 days before my Album launch and I had to cancel it.



KUDA KAY

As a music producer I was affected by covid in many ways just like any other creative in the music industry as we depend on each other for our businesses to flourish. The lockdown limited working hours; this meant that a few dollars were coming in as we were meant to observe the curfew time and other restrictive measures. I had to stay home too to be safe during the outbreak and only have one or two artists come to record per week, something different from what I used to do before the Covid 19 outburst, the cash flow was quite low for reasons I have mentioned. The restrictions on public activities and the indefinite closure of the arts sector surely left us jobless with little or nothing to feed our families.



KAY KID

Covid 19 surely shut down all our revenue generation streams especially considering that we largely depend on shows to make money, the other thing is that I am not yet selling my song on digital platforms because I have not yet reached the numbers necessary for one to be able to make money out of their art using online platforms. This is an area where I need to be enlightened about as digitalization is the norm nowadays and all creatives must embrace this kind of innovation.

ANONYMOUS

I even resorted to poultry, this is my side hustle, I love my passion for music but then at the end of the day I need to put food on the table, this can only be possible if I have a viable income generation occupation. Its quite difficult to stay afloat under covid 19 lockdown regulations, though the restrictions have been relaxed the impact has been heavy on us too as fine artists. We have lost jobs, income and livelihood with concerts and events having been halted

ANONYMOUS

When others were benefiting from their art, the covid 19 allowances, I was left in awe on why I was not one of the beneficiaries, only to discover the importance of formalising my art. I am ready to register my project and enjoy benefits just like any other artists who is registered.

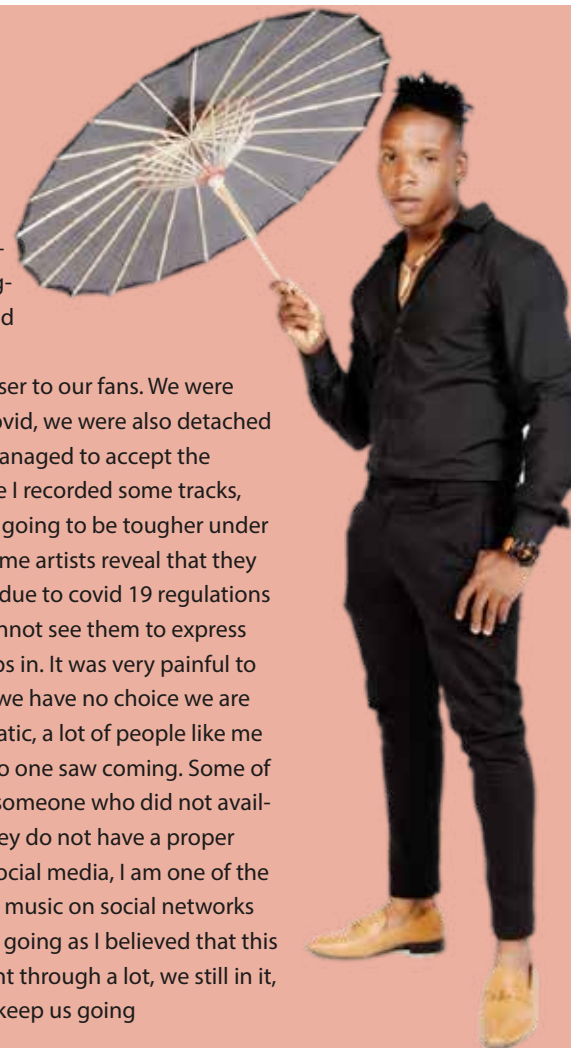


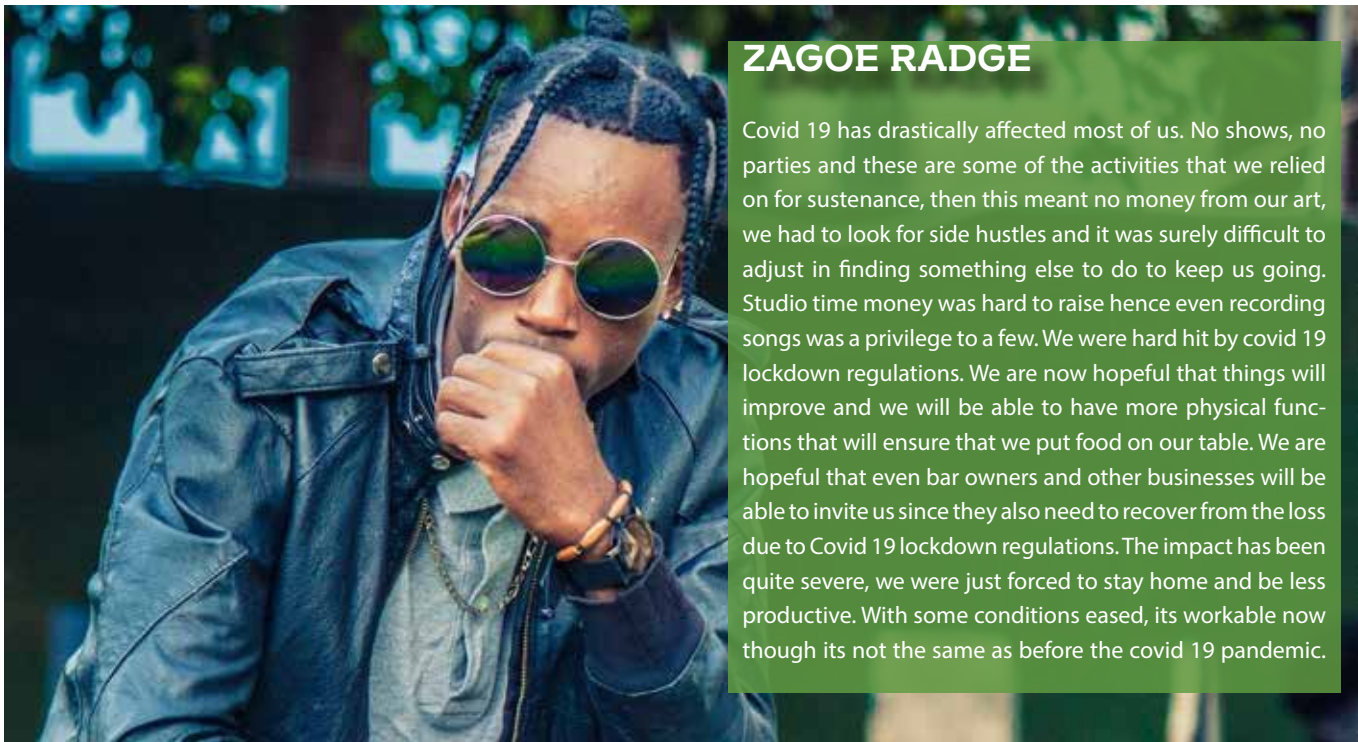
BHADILLAH

Covid 19 just came unexpectedly and disrupted a lot of our activities in the arts industry especially considering that not all of us have that digital culture where we can monetise our art on digital platforms. During this hard period under strict lockdown restrictions I did a lot of promotional activities, marketing and advertising for various companies online. At least this is what kept me going.

JAYCEE RAPADDICT

As artists we love music and the more we love music the more we love our fans. When you are taken away from your fans it's the same as being separated from your family and the feeling is depressing. As artists our family is our fans and you can imagine the pain of separation due to the spread of covid 19 and lockdown restrictions on many activities that physically bring us closer to our fans. We were not only separated from our fans due to covid, we were also detached from our usual ways of making money. I managed to accept the situation, made use of home studios where I recorded some tracks, technology assisted a lot, otherwise it was going to be tougher under the lockdown, with limited innovation. Some artists reveal that they do not have families except their fans and due to covid 19 regulations they are suddenly in a state where they cannot see them to express their talent to them, then depression creeps in. It was very painful to live with the fact of knowing that for now we have no choice we are just forced to be indoors and that is traumatic, a lot of people like me were affected and this is something that no one saw coming. Some of us had plans for making income, imagine someone who did not available on social media platforms because they do not have a proper phone for access to promote their art on social media, I am one of the privileged who managed to promote their music on social networks for revenue generation. Faith also kept me going as I believed that this will come to pass. We need to heal; we went through a lot, we still in it, Covid is real, relaxed regulation levels will keep us going





ZAGOE RADGE

Covid 19 has drastically affected most of us. No shows, no parties and these are some of the activities that we relied on for sustenance, then this meant no money from our art, we had to look for side hustles and it was surely difficult to adjust in finding something else to do to keep us going. Studio time money was hard to raise hence even recording songs was a privilege to a few. We were hard hit by covid 19 lockdown regulations. We are now hopeful that things will improve and we will be able to have more physical functions that will ensure that we put food on our table. We are hopeful that even bar owners and other businesses will be able to invite us since they also need to recover from the loss due to Covid 19 lockdown regulations. The impact has been quite severe, we were just forced to stay home and be less productive. With some conditions eased, its workable now though its not the same as before the covid 19 pandemic.



BRY

The Covid 19 pandemic and the lockdown regulations gave us a wide awakening to explore other opportunities so that we are prepared to work even under unfortunate circumstances. We had a good period to explore what we can do as the Bry brand. We are thankful to God as I can safely say that we managed to keep going where we lost many things and at the same time we gained many things. We had a lot of ups and downs but all was under control as we had all our hope and faith in God. So thankful to my family, Bry Team and everyone else who cherishes my brand



MICHELLE ZEE

As an artist manager, waking up to Covid 19 reality was a major blow because I remember at that time we had just released DoUB's album called Lingo and we were getting bookings for April shows. We had so much lined up, things that were already in motion so that meant with Covid 19 lockdown restrictions we couldn't do anything anymore and we just had to chill. It took me a while to adapt to the situation because of the depression and disbelief of everything that was happening where even to just step out of your house one needed permission. I then accepted the situation and focused more on building an online presence not only for DoUB but I was also doing PR for different artists such as getting them played on radio stations and arranging interviews online.

The challenges associated with the covid 19 lockdown regulations as stated above by artists, present a useful area of research that needs to be addressed by the Cre-8tives magazine. A look at the survival strategies under lockdown be it due to widespread of diseases or any other national or international unrest need to be identified and implemented so that the creatives remain relevant and more productive in their areas of focus. Digitalisation and its possible opportunities for creatives need to be highlighted for the benefit of both budding and renowned artists with limited knowledge on how they can monetise their creativity using online platforms.

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THE MULTITALENTED AND AWARD WINNING UKUKHANYA EAFRICA ICON: SANDRA SIBANDA

By Sithokozile Sibanda

Hard work, determination, passion and a high level of discipline have surely landed Fancy Face, Gorgeous or Sandra as she is well known in the arts industry, the UkuKhanya eAfrica brand, to greater and higher levels where she continues to shine. Her birth name is Sandra Sibanda, a young lady who is a wife, a mother, a professional nurse and a musician, all safely in one package. On how she manages to balance all these various tasks that seem quite diverse, Sandra mentions how she manages her

time to ensure that all is executed well. This is a skill that a few people possess and only the brave can flourish, making sure that enough time is dedicated to executing what one enjoys doing. She says, "Through my music and nursing career I always thrive to ensure that people are physically, psychologically and spiritually fit and this is what I also do as a mother and a wife and I have no challenges in handling what some normally call pressure in carrying out my duties as wife, mother, employee and an artist". Signs that showed great potential for



Sandra to become a musician date back to her early years when she was a primary school child. She was actively involved in school and church choirs where her now melodious and tuneful voice is a crowd thriller that always leave the audience asking for more of her entertainment energy. She does her music with so much passion and love and can attract even one who had no interest in the type of music she does. Her powerful voice and heavily loaded lyrical content are a huge catch in as far as her music is concerned as these draw so much attention to whoever will be listening to or watching her music videos and performance acts.

Sandra is one of the members of the Harvest House International Church, HHIC, it all began at her place of worship when she started taking music to a higher level when she auditioned and successfully joined the Super choir at HHIC where she is still a member. Her being part of the Super choir gave her enough courage and motivation to highly embrace and focus on music for she was chosen among the talented and that on its own shows her level of excellence in music.

Her love for music is linked to Minister Takesure Zamar whom she had the privilege to record and release a DVD with, called The Alter in 2018 at the Zimbabwe International Trade Fair, ZITF, where her other source of inspiration, minister Hlengiwe Ntombela was also present. Siyakha Khithiza and Sharon Mangonganise are her other legends in the music industry who stimulate her enthusiasm for music. Sandra mainly does gospel music and is a listener of both gospel and secular music as she believes in the message being revealed as well as the whole execution of a quality song from pre-production up to postproduction and she appreciates masterly art regardless of the music genre that one specializes on.

When asked about the message that she sends to the people through her music which she says it can take the form of maskandi, afro soul or afro jazz among others., Ukukhanya eAfrica reveals that what she writes about and later come up with in the form of a song is highly inclined to the bible as she is a religious person, a Christian who upholds and values the bible and its teachings. She also mentions that she sings about what

she experiences in her life and that of others around her.

In her achievements in the music arena, Ukukhanya eAfrica is grateful for the support she receives from her loving and quite encouraging family members who give her the much needed strength to keep on keeping on. Much appreciation and gratitude goes to her music producers, Zie The Artist and Kuda Kay who have produced quality productions that have enabled her to scoop several accolades that include the noteworthy 2021 Best Newcomer of the Year award at the Roil Bulawayo Arts Awards (Roil BAA), the Best Newcomer of the year 2021 award at the 2021 TESMA, The Eminent in Sports, Music and Academic Award ceremony. Ukukhanya eAfrica also outshined at the National Arts Merit Awards ceremony in Harare where she received a nomination certificate for the Outstanding Newcomer of the year, a national recognition that shows her high level of commitment, perseverance and dedication in her music career. She is unstoppable, in May 2022 Ukukhanya eAfrica looks forward to release her two singles, Ladocea and indonga zeJericho. The future is very bright



THE REIGNING FEMALE JAZZ STAR:

Pamellah Magarino

By Sithokozile Sibanda

She is a shaker, the only creative, a young and flourishing lady of that matter who has the audacity, strength and high determination to be unique as driven by her passion to explore and follow her dream of becoming a female Jazz artist. She is in a field least populated by artists, for that matter, ladies. Notwithstanding she is doing exceedingly well. Her zest is beyond expectations as she is a shining

star with so much passion to affectionately inspire and change lives for many through her sweet charming rhythmic sound of jazz.

Her name is Pamellah Magariro, a lady born in Harare who later left the capital city at the age of 5. She is currently based in Gwanda, Matabeleland South province, a place popularly known as, "EmaJahundeni amahle". Pamellah did her primary and secondary levels of education emahJahundeni amahle. She

is popularly known as Pamellah in the arts and entertainment circles. Her passion for music dates back to her early years at school and church choirs where she was actively involved mainly in acapella. Pamellah is largely influenced by her family members who played a big role in shaping her to be what she is today, an artist, this is where she draws her main source of inspiration. Her mother and her grandmother are her inspirations, they used to sing a

lot. Her role models include Ami Faku, Feli Nandi, Amanda Black and Prudence Katomeni – Mbofana, all female glowing jazz icons.

Pamellah says that some of the challenges that she faces as a female creative include being given stereotypical attributes that are just meant to demean women and make them feel inferior to men. Some frown upon her, insinuating she must be of loose morals just because she is a musician.. This mentality has a huge negative influence to women in the creative industry as some of them fail to pursue their chosen paths as they are discouraged by these misnomers that are so hurtful to the extent of one giving up on their dream. As someone who grew up singing gospel music, it was hard for the society to accept her shift from gospel to jazz and she was called by names where people described her as someone who was no longer zealous about God even though she still sings about God and love in her jazz music. Despite all these negative sentiments,

Pamellah continues to thrive in her area of expertise, she has broken grounds and continues to be the light for other female creatives who go through these unfortunate stages in her profession as a female artist. She is also proud to be having family members and friends who understand her vision and mission in as far as her music is concerned. She is thankful for the support she receives from them always as they keep her alive and lively in the music industry. Pamellah has managed to effectively work on her brand and this has earned her respect from the society. She has been awarded with awesome oppor-

tunities where she rubs shoulders with influential creatives in the arts industry. She mentions figures who have made it and who continue to limelight their creativity in more inspirational ways. Pamellah has shared a table, as she prefers to describe it, with celebrities who include Leonard Mapfumo, Sani Makhalima, Sandra Ndebele, Mathias Mhere, Mambo Dhuterere, Gemma Griffiths and Andy Muridzo.

Pamellah boasts of several achievements such as the release of her single called "Umunt' Okude" an Afro Jazz track and has partnered with artists such as Lance Hebron, Zhezhangtons, Zagoe Radge and Tenricks. She is also an award winning artist where she scooped an award for the Best Female new Artist category in 20.. at The Eminent in Sports, Music and Academic Awards (TESMA). She had the privilege to demonstrate her art at the Gwanda

annual festival show, she took part in Dream Star competition, showcased her artistic skills at the Harare International Conference Centre (HICC) Bulawayo National Arts Gallery at Red Café, Club Alabama, Smoke House and CSC among other places. She has performed in Gwanda, Bulawayo, Kwekwe, Gweru and Harare gigs. Pamellah was part of the prestigious 2021 Bulawayo Arts Festival where she enthralled the crowd and left them yelling for some more. In 2022 Pamellah has already released her two singles, Ngilibele and Hleka tracks. She is currently working on an album. She intends to release the tracks on the album separately with the first release set for April this year.





Cutie G

The Leading Arts Fanatic Making waves in South Africa

By Sithokozile Sibanda

She was born Grace Ndlovu and grew up to be best known in the arts and entertainment sector as Cutie G. Like her name, she is a gorgeous young lady blessed with many capabilities as far as the arts and entertainment sector is concerned. She is currently based in South Africa where she is flying the Matabeleland South flag high in the arts industry. Cutie G is one of the few multitalented female creatives with great discipline and a professional flair in what she does. She excels in a male dominated field. She is a songwriter, a singer, a performer, a model, an art cover designer and she runs The Vibes music as the CEO.

Cutie G believes art is a talent, she was born with and she highly embraces such a blessing. Her love and passion for the entertainment industry dates

to her early years when she used to be actively involved in school and church choirs as well as dance groups. She has received several titles as a model including the Miss Valentine in 2008, Miss Loxion Culture in 2008, Miss Teen School in 2005 and the 2009 Miss Gwanda Tourism First Princess title. All these recognitions show that Cutie G is a cat walk model fanatic. Cutie G was swayed into the arts industry by her father whom she describes here, "My dad known as Mr Edmond "Coach" Ndlovu was a CEO and Founder of C2C Soweto under South African Football Association (SAFA), he had his heart in sports and arts before he passed on in 2006", may his dear soul rest in eternal peace. Apart from her father, Cutie G cites the following as her other inspirational figures in the creative world, the icons such as Rihanna, Beyonce and her favourite of them

all, Chris Brown.. Through their works, she is encouraged to up her career, to be a professional musician capable of making a living out of her creativity.

Cutie G proudly mentions Master Zhoe as an inspirational icon whom she describes as a good example of what perseverance really means as he is a young man who has defied all odds, kept pushing and has managed to rise from zero to be a celebrated artist not only in Zimbabwe but internationally.

Among other accomplishments, Cutie G reveals that she has done several collaborations with artists from Matabeleland South such as Master Zhoe, G.D.A Fire, Kedder, Khoi Khoi, Zhezhangtons, Jay-D the Poet, and Bry. Grace is currently working on a massive project with Blue Print Studio in South Africa where she is looking forward to release

her single. The Blue Print studio is one of the leading recording Studios in South Africa where renowned musicians such as Emtee, Big Zulu and Donald among other record their music. This young creative is signed under Sports Heroes International (SHI) in Soweto. Cutie G is working on a collaboration with Dweezy Boy Wonder who is under Fifi Cooper label, milestone accomplishments and initiatives indeed.

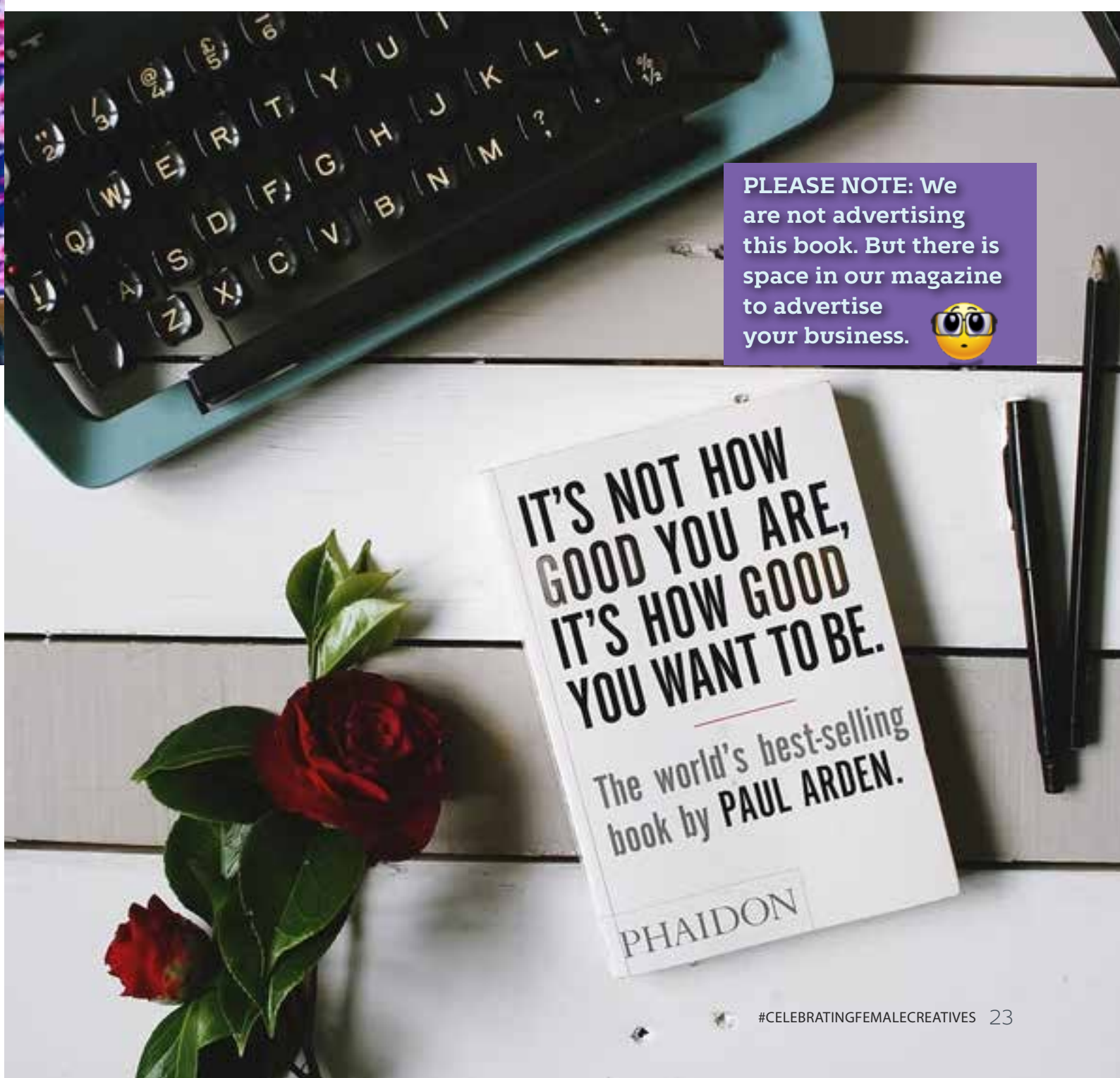
Cutie G had a remarkable year in 2019 when she scooped 3 accolades at The

Eminent in Sports, Music and Academic Awards (TESMA) ceremony for Song of the year award on a track called "nawe"; The best house song with her track called "volcano"; The best collaboration on a "summertime" song.

Despite all the challenges she faces in the arts and entertainment industry, Cutie G acknowledges the overwhelming love and support she receives from her friends and relatives as well as all who work with her. She confides that she almost quit music but was heavily encouraged to stay strong and keep pushing by the awards and accomplish-

ments she has attained.

Cutie G talks about sponsorship as one of the initiatives she will seriously take up in order to uplift talent in Matabeleland South province of Zimbabwe where she comes from. This is one of her passionate advice especially to her fellow female creatives, "As female creatives, we got to be bold and brave, have a clear focus and vision, never be taken for granted, stand firm on what we believe in and never be discouraged by anyone or anything and please do remember that your art is a business and it must be treated as such"



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The celebrated up-and-coming model

By Sithokozile Sibanda

Genteel Mabutho Moyo is a young lady aged 22, she is a full-time model, a musician and a choreographer. This multi-talented girl has a sizable number of accolades to her name, is honoured to have been crowned as Miss Gwanda in 2018 when she made an awesome entrance into the modelling industry, a profession she has always dreamt of venturing into since she was a young baby. In 2019 she received the Miss Valentine accolade and in 2021 she was honoured with the Miss Gwanda culture crown. Her major breakthrough into modelling is the current one in 2022 where she was shortlisted among the 30 models who took part at the 2022 Miss Ecotourism Zimbabwe. She says her aim was not the price but that first time experience that gave her the much-needed confidence to embrace and uphold this field that she has chosen. She adds, "I wanted to see what it was like on a bigger stage, huge crowd and eloquent judges and it turned out that indeed it was not as hard as I assumed, I am thankful for this opportunity even though I did not qualify to go further, being shortlisted was just enough motivation for me as I gained the much needed exposure I was eagerly looking forward to receive".

When asked what inspired her to get into the arts industry, Genteel explains, "Art is in my blood, I enjoy doing it, whether I am chasing a crown or having fun". She acknowledges the overwhelming support she receives from her mother, "The support I received from my mother when I started modelling and singing was priceless, so everything I do is to make her proud, my mother is my inspiration".

Mabutho adds that music is her form of relaxation and is closely related to modelling, "Music helps me relax, as a model music is the major foundation, we catwalk to music then choreography is more like a rehearsal to me. It helps in the creation of poses and character to a certain song". So far, she has released one song, a wedding track called "I do", that is already receiving good feedback from her fans. She has collaborated with one of the renowned music legends well known in the arts and entertainment sector as Khoi Khoi on a track called 4X4.

What a great inspirational budding young creative, highly motivated to grow in the creative industry.

Genteel Mabutho Moyo

The Legendary Arts Guru: Proficiency Cadder

By Sithokozile Sibanda

The Matabeleland South province is where young people partake in various forms of art. Some of them have established fast growing arts organisations that play a huge societal role. There are multitalented creative individuals involved in various forms of art that include music, poetry, fine arts, acting, modelling, traditional and contemporary dance groups among other categories of the arts industry. These experts have demonstrated high levels of passion, commitment and dedication in what they do.

Proficiency Cadder is a young lady, founder of the Planet Kadder Academy. This is an entity that seeks to groom young, upcoming artists from the province by offering them immensely attractive and impressive quality assistance in their unique areas of focus. The academy was started in 2019, her husband, Mulgan Sibanda aka Khoi Khoi is the co-founder who wears many jackets as he is a fashion designer and a musician. Proficient is an Early Childhood Development expert hence her passion to work with the young. "I love kids, I love the way they do things, I love the energy they put in everything that they do, they put their heart and soul, I so much love their gratitude, excitement when I assist them in their growth and development, the feeling is priceless, its far much more than getting a million dollar, I surely love the outcome of hardwork, most of the children I have trained have scooped awards and I am so thrilled by this".

Proficient has been in the arts industry since 2006 and had her first big breakthrough at Makorokoza where she auditioned and got an opportunity to be part of the Makorokoza drama. She vividly remembers watching music mix in 2003 which featured renowned artists like

Roki, whom she fondly describes as her favourite and a main source of inspiration and she loves his song called Chido so much. She was fascinated by the energy exhibited by Roki, "eeyy I loved that video to the extent that I told myself that I am going to sing, I am going to buy a book write my songs and sing, I didn't care whether there was a recording studio in Gwanda or not, I just told myself that I am going to be a musician, surely Roki motivated me to get to the music industry, its a pity I have never met him, he is my icon ngiyamthanda", said Proficient.

Proficient appreciates the efforts she has put so far when she mentions that she has indeed made great strides in as far as the arts and entertainment industry is concerned. She mentions that she is not yet there where she wants to be as she is fervently waiting for her breakthrough when one day she will have a testimony that can inspire so many people. She acknowledges the love and support she receives from those around her. She says, "I have made great strides but I am not sure about the breakthrough, maybe I do not appreciate because so much love and uplifting comments are flowing". She states the challenges that she faces such a limited airplay on radio stations hence she is not sure about the breakthrough issue. The other challenge is that she has not managed to get good financial rewards from her creativity. Lack of resources also deprive her from realizing her full potential in her area of specialization, lack of knowledge perhaps on the administrative side of art, the paperwork and other opportunities for her growth and development in the industry. She also states lack of commitment as a challenge where it is hard to get volunteers to assist her in different areas as she struggles to survive as she needs to be cushioned.

Proficient is a proud StarBrite 2016 poetry

finalist. She launched her career emagrosa akoSekusile. She acknowledges StarBrite for shaping her career where she learnt quite a lot of things for one in the creative industry, after StarBrite. She was more focused and knew what she wanted to do and how and why she wanted to do her art. She is also an Intwasa 2019 short story finalist, TESMA award 2020 Best Kwaito award winner and she is a founder and Director of the Planet Kadder Academy. She has shared stages with legendary icons in the music industry such as Bricks, Bignuz, DJ Sbu, done choreography for Roki, she has also trained drama majorettes groups, Mtshede and Senondo.

She says that her art is different from that of other artists because hers is more like a case study where she identifies a problem to find out perhaps why artists are struggling and then come up with various methods of overcoming the problems. In her works she asks why it is that there are only a few of them who reach to the top, she is aware that perhaps they are in the region of lower concentration where they are trying to climb higher. The other attribute that makes her unique is that she says, "mina nyangena nge-heart and asomatope engiwenzayo, I sacrifice a lot always plus the main reason is because God blessed me with a different thought and I am so grateful about that".

Proficient explains how being a mother has not stopped her from pursuing her passion in the creative industry as she explains, "There is one thing about me, I basically work with my kid on my back and I think most people are now used to that because that is me, ngingumama, don't be afraid of owning your space and to be who you are, go for your dreams no matter what it takes, no matter the circumstances. Be who you are unapologetically, be true to yourself, learn from your own mistakes, do not compete because you will lose focus, stay in your lane, be surrounded by people who add value to your life".

OUTSPOKEN & CONFIDENT QUEEN B

By Sithokozile Sibanda

Brenda Ncube is her birth name, and she is well known in the arts and entertainment sector as Queen B. She is a young lady who is an events host, a presenter. She is in the process of launching her own Podcast.

Queen B is a very confident lady who has a unique fashion taste as she revealed. She also added that for her to stand in front of people is something that she dearly loves. She also loves meeting and interacting with people from all walks of life. Her main source of inspiration is Mbo Mahocs, an events host.

The Queen describes her major breakthrough into the creative industry when she had an opportunity to host an awards ceremony in 2021, "I would say it was when I was presented with the opportunity to host the prestigious TESMA awards which were held at Gwanda district club. Since hosting has always been something I wanted to do, this opportunity broke barriers for me and catapulted me to be where I have always wanted to be". Queen B has also been one of the judges for the Miss Gwanda Culture, an event that took place in Matabeleland

South in 2020.

For Queen B, graduating from being a presenter and a judge into a host is one of the greatest accomplishments so far and this gave rise to her urge to have her own podcast which she is looking forward to launch anytime soon in 2022. Her focus is on talent publicity targeting creatives involved in the arts and entertainment sector using her podcast, this is where she will be conducting interviews with artists so that people learn more about who they are, what they do, how and why they do their different forms of art.

Queen B is thankful for the overwhelming love and support she receives from the brand Queen B management team, a wonderful group of committed, passionate and focused individuals who continue to execute their duties in a more professional and productive manner. "Together we are moving forward, unshakable, says Queen B".





THE BUDDING MUSIC STAR: MCROC

By Sithokozile Sibanda

Mcroc, as she is well known in the arts and entertainment sector, is a singer and a songwriter whose born Petronilla Ngwenya. She started getting involved in music when she was in her primary level of education where she used to partake in school and church choirs. This little girl states that she is inspired by her passion in music. She has made collaborations with Lincon Magabo, the comedian as well as Jaydee the Poet.

Mcroc advises the creatives to be united and be able to support each other so as to ensure that the upcoming artists receive the much-needed help and assistance for their professional growth and development in the industry. As one of the young up and coming female musicians, she is optimistic that the support she can receive from the society will surely make her flourish in the industry. She states some of the challenges that she faces and these are mostly associated with the covid 19 pandemic, where she states that it is hard to get out, perform, reach out to people.



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